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Office of Internal Acquisition Division (OIA)**

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For:

**GSA Technology Transformation Services Solutions (TTSS)
USAGov Bilingual Web Support Services**

Issued to:

**Contractors Under Federal Supply Service
8(a) STARS II Schedule Category C1 FA1 holders**

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This RFQ does not intend to use FAR 15 principles.**

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USAGov Bilingual Web Support Services

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**U. S. General Services Administration
Technology Transformation Services Solutions (TTSS)
USAGov Bilingual Web Support Services**

1.0 BACKGROUND

It first came to light almost 50 years ago that the government had great information people could use to make everyday life a little easier if they could access it. Congressional mandate birthed the original version of the Federal Citizen Information Center (FCIC), now known as USAGov (a subsidiary of Technology Transformation Services Solutions (TTSS) Public Experience Portfolio within GSA's Federal Acquisition Service).

Known for many years as the "Consumer Information Center," the program became part of pop culture through humorous television public service ads branding its famous Pueblo, Colorado distribution center. Over the decades, USAGov transformed how government interacts with the public as it added more channels to the previously existing print program: toll-free phone and contact center services; the flagship site USA.gov—the official website of the U.S. government and its Spanish counterpart USA.gov/espanol; and a strong social media presence.

USAGov is now consolidating content production to provide a more consistent customer experience across our various bilingual channels.

1.1 MISSION AND VISION OF USAGOV BILINGUAL PLATFORM

The USAGov bilingual platform's mission is to create and organize timely, needed government information and services and make them accessible to the public anytime, anywhere, via their channel of choice.

1.2 GOVERNMENTWIDE IMPACT

To accomplish its mission, USAGov draws from hundreds of government agencies, departments, and programs. At the partner-agencies request, USAGov has customized social media events using Google Hangout and Facebook Live from a one-day event to a 6-month campaign to increase citizens' engagement successfully and to provide information on a specific area of interest or concern for our government partners. Some of the agencies that have benefited from these services include the Small Business Administration, the U.S. Department of Justice, and the Federal Trade Commission.

At times of national crisis, such as a public health emergency or weather-related disaster, USAGov is at the forefront of providing the public with critical information and services in conjunction with its government-wide partners.

1.3 USAGOV BILINGUAL PLATFORM DESCRIPTION

The USAGov platform uses an adaptive content model and a single content management system (currently Drupal) to make content available through websites including USA.gov, USA.gov/espanol, the USAGov Contact Center at 1-844-USAGOV1, and via social media channels and other outreach tools.

A centralized content research and production approach supplies content via an API to USAGov-managed channels, including our flagship USA.gov and USA.gov/espanol websites, our contact center agents and media outlets.

1.4 SUMMARY OF TECHNICAL ENVIRONMENT

The following is a partial listing of the computing environment that supports the USAGov bilingual platform and TTSS websites. The Performance Work Statement (PWS) Sections 2.1 through 2.13, and Sections 2.14 through 2.16 require knowledge and experience with technical applications and software including but not limited to content management systems, marketing automation tools, Google Analytics, graphic design tools, interactive data visualization software, accessibility testing tools and more.

The government is continually reviewing, replacing, and upgrading software and supporting USAGov's systems and Internet operations, so this list will likely change throughout the life of the contract.

- Github for source code management
- Drupal 7 for content management
- Visual Studio Code for development
- Amazon Web Services for infrastructure hosting
- Hubspot marketing automation platform to manage campaigns, social media, landing pages, USAGov blog and analytics
- Tableau and Microsoft Excel for data analysis
- Google Analytics for website analytics
- Siteimprove for website quality assurance and accessibility compliance
- Slack for team communication and collaboration
- Trello for project management
- YouTrack for ticket/change management
- Google G-Suite for document creation and email

2.0 SCOPE OF WORK AND TECHNICAL REQUIREMENTS

The scope of this Task Order is to provide bilingual (English and Spanish) direct web support services to USA.gov, USA.gov/espanol, and other delivery channels, such as the USAGov Contact Center. These services feed a multi-channel platform providing access to U.S. government information services over the internet, by telephone and chat, through media syndication and social networking sites such as Twitter, Facebook, and Instagram.

The contractor shall provide support for the overall USAGov strategy that maximizes the impact of USAGov's channels in enhancing federal services to citizens. Mandatory CLINs are identified in PWS Sections 2.1 through 2.13. Optional CLINs are identified in PWS Sections 2.14 through 2.18; however, PWS Sections 2.17 Travel and 2.18 ODC are not technical requirements.

The government defines full-time performance as 1920 hours.

MANDATORY CLINs

2.1 QUALITY ASSURANCE & ACCESSIBILITY COMPLIANCE (SECTION 508) SUPPORT - ENGLISH

Full-time Position (1920 Hours), Firm-fixed Price (FFP)

CLINs: 0001, 1001, 2001, and 3001

The TTSS/USAGov has a need for a contractor to provide web quality assurance and accessibility compliance (Section 508) support for USAGov, USAGov en Español, and other delivery channels.

Requirements:

- Have extensive experience and knowledge of WCAG 2.0 Level AA standards.
- Perform quality assurance and quality control functions referencing Web Content Accessibility Guidelines (WCAG) 2.0 as it pertains to programming style/formatting, loading performance, and browser compliance testing for the content of the USA.gov English and Spanish platform.
- Conduct accessibility reviews for search, blog, videos, and new functionalities as directed by the government.
- Investigate emerging technology and best web practices and submit them to the government POC for review.
- Edit and update USA.gov technical style manual and provide to the government POC for approval.
- Collect and analyze accessibility site metrics to assist the government in determining top tasks for the USA.gov English and Spanish platform and analyze design comprehensive layouts against these top tasks in order to recommend improvements.
- Advise the government on potential long-term enhancements to the design of the USA.gov English and Spanish platform as it pertains to accessibility, Search Engine Optimization (SEO) and general web best practices.

- Assist TTS/USA.gov in providing web development training based on a government-approved training plan. The training will be offered to government personnel and other contracted employees.
- Ensure that all USA.gov English and Spanish platform channels are Section 508 compliant; review for Section 508 compliance using tools acceptable to the government as changes in content and new features are added.
- Excellent attention to detail.
- Working knowledge of HTML and CSS.
- Collaborate with TTS/USA.gov web developers and designers on WCAG compliant designs.
- Support the TTS management on Web Content and Strategy in implementing larger-scale web projects such as site redesigns, accessibility enhancements, or creating new storytelling/blogging features.
- Work with TTS/USA.gov IT to resolve technical issues that require additional support from TTS/USA.gov developers.
- Keen attention to detail, with particular emphasis on accuracy, follow-up, and follow-through.
- Knowledge of digital assistive technologies (JAWs, NVDA, Voiceover, Talkback, etc.) and how to incorporate accessibility into digital properties required.
- At the government's discretion, review and/or provide accessibility guidance to other TTS groups and/or websites and applications.
- Contractor must have experience with:
 - JAWS
 - FS Magic
 - Nuance Dragon Naturally Speaking
 - Adobe Creative Suite
 - Adobe Acrobat Professional
 - HTML Validator
 - NVDA
 - WebAIM Wave
 - ColorZilla
- Nice to have experience:
 - Siteimprove
 - YouTrack/Jira

2.2 CONTENT DESIGN STRATEGIST - ENGLISH
Full-time Position (1920 Hours), Firm-fixed Price (FFP)
CLINs: 0002, 1002, 2002, and 3002

Requirements:

- Understand user intent and what problems a person might be trying to solve.
- Have a good understanding of how to use and interpret data from Google analytics, Google search console and other web analytics tools.
- Understand how to gather and use SEO data and apply that to user journeys and solutions.
- Be able to propose solutions based on data analyzed - be able to answer the question what type of content, feature or tool USA.gov should develop or implement based on data/research conducted.
- Be able to test content, interpret the results and implement those findings to make the content better for the user.
- Understand content strategy.
- Build relationships and work with other agencies and stakeholders to refine content, provide guidance and brainstorm new solutions.
- Have extensive experience writing and editing for the web and a deep understanding of digital design principles.
- Have extensive experience using content management systems and other digital tools and technologies to edit and publish content online.
- Develop user journeys and content plans to support them.
- Take complex ideas and processes and explain them in plain language.
- Write, edit, and publish content that is accurate, timely and high-quality.
- Monitor the performance of that content. Look at analytics daily and make recommendations based on the data.
- Suggest the best way to provide an answer or suggest new tools and solutions if our current options don't meet user needs.
- Work collaboratively with the design and development teams to roll out new solutions and improve existing ones.
- Work collaboratively with analytics and UX teams to develop a deeper understanding of user needs.

Skills:

- Strong writing and editing skills.
- Experience working with a content management system or other tools to manage content.
- Experience developing and implementing digital content strategies.
- Understanding of analytics tools and ability to review metrics to determine the performance of our content and recommend new solutions or modifications to our

content and site. Experience includes but isn't limited to Google Analytics and Search Console.

2.3 CONTENT DESIGN STRATEGIST - ENGLISH
Full-time Position (1920 Hours), Firm-fixed Price (FFP)
CLINs: 0003, 1003, 2003, and 3003

Requirements:

- Understand user intent and what problems a person might be trying to solve.
- Have a good understanding of how to use and interpret data from Google analytics, Google search console and other web analytics tools.
- Understand how to gather and use SEO data and apply that to user journeys and solutions.
- Be able to propose solutions based on data analyzed - be able to answer the question what type of content, feature or tool USA.gov should develop or implement based on data/research conducted.
- Be able to test content, interpret the results and implement those findings to make the content better for the user.
- Understand content strategy.
- Build relationships and work with other agencies and stakeholders to refine content, provide guidance and brainstorm new solutions.
- Have extensive experience writing and editing for the web and a deep understanding of digital design principles.
- Have extensive experience using content management systems and other digital tools and technologies to edit and publish content online.
- Develop user journeys and content plans to support them.
- Take complex ideas and processes and explain them in plain language.
- Write, edit, and publish content that is accurate, timely and high-quality.
- Monitor the performance of that content. Look at analytics daily and make recommendations based on the data.
- Suggest the best way to provide an answer or suggest new tools and solutions if our current options don't meet user needs.
- Work collaboratively with the design and development teams to roll out new solutions and improve existing ones.
- Work collaboratively with analytics and UX teams to develop a deeper understanding of user needs.

Skills:

- Strong writing and editing skills.

- Experience working with a content management system or other tools to manage content.
- Experience developing and implementing digital content strategies.
- Understanding of analytics tools and ability to review metrics to determine the performance of our content and recommend new solutions or modifications to our content and site. Experience includes but isn't limited to Google Analytics and Search Console.

2.4 CONTENT DESIGN STRATEGIST - BILINGUAL (ENGLISH/SPANISH)

Full-time Position (1920 Hours), Firm-fixed Price

CLINs: 0004, 1004, 2004 and 3004

To ensure that digital content for all channels is accurate and up-to-date and features relevant information to the Hispanic community, USAGov requires a bilingual Content Design Strategist.

Requirements:

- Have a good understanding of how to use and interpret data from Google analytics, Google search console and other web analytics tools.
- Understand how to gather and use SEO data and apply that to user journeys and solutions.
- Be able to propose solutions based on data analyzed - be able to answer the question what type of content, feature or tool USA.gov should develop or implement based on data/research conducted
- Be able to test content, interpret the results and implement those findings to make the content better for the user.
- Understand content strategy.
- Build relationships and work with other agencies and stakeholders to refine content, provide guidance and brainstorm new solutions.
- Have extensive experience writing and editing for the web and a deep understanding of digital design principles.
- Have extensive experience using content management systems and other digital tools and technologies to edit and publish content online.
- Develop user journeys and content plans to support them
- Take complex ideas and processes and explain them in plain language
- Write, edit, and publish content that is accurate, timely and high-quality
- Monitor the performance of that content. Look at analytics daily and make recommendations based on the data.
- Suggest the best way to provide an answer or suggest new tools and solutions if our current options don't meet user needs.

- Work collaboratively with the design and development teams to roll out new solutions and improve existing ones.
- Work collaboratively with analytics and UX teams to develop a deeper understanding of user needs.

Skills:

- Strong writing and editing skills.
- Experience working with a content management system or other tools to manage content.
- Experience developing and implementing digital content strategies.
- Understanding of analytics tools and ability to review metrics to determine the performance of our content and recommend new solutions or modifications to our content and site. Experience includes but isn't limited to Google Analytics and Search Console.

Bilingual Language Qualifications:

1. Be fully bilingual/bicultural in English and Spanish, with native-quality of proficiency in both languages and at least two years of experience writing digital content for a bilingual audience.
2. Have a demonstrated understanding of the make-up and needs of Hispanics in the United States, including common cultural values and information consumption patterns.
3. Have a demonstrated understanding of the Spanish language use in the United States to use a neutral Spanish, free of localisms.

2.5 CONTENT DESIGN STRATEGIST - BILINGUAL (ENGLISH/SPANISH)

Full-time Position (1920 Hours), Firm-fixed Price (FFP)

CLINs: 0005, 1005, 2005, and 3005

To ensure that digital content for all channels is accurate and up-to-date and features relevant information to the Hispanic community, USAGov requires a bilingual Content Design Strategist.

Requirements:

- Understand user intent and what problems a person might be trying to solve.
- Have a good understanding of how to use and interpret data from Google Analytics, Google search console and other web analytics tools.
- Understand how to gather and use SEO data and apply that to user journeys and solutions.
- Be able to propose solutions based on data analyzed - be able to answer the question what type of content, feature or tool USA.gov should develop or implement based on data/research conducted
- Be able to test content, interpret the results and implement those findings to make the content better for the user.

- Understand content strategy
- Build relationships and work with other agencies and stakeholders to refine content, provide guidance and brainstorm new solutions
- Have extensive experience writing and editing for the web and a deep understanding of digital design principles
- Have extensive experience using content management systems and other digital tools and technologies to edit and publish content online.
- Develop user journeys and content plans to support them.
- Take complex ideas and processes and explain them in plain language
- Write, edit, and publish content that is accurate, timely and high-quality.
- Monitor the performance of that content. Look at analytics daily and make recommendations based on the data.
- Suggest the best way to provide an answer or suggest new tools and solutions if our current options don't meet user needs.
- Work collaboratively with the design and development teams to roll out new solutions and improve existing ones.
- Work collaboratively with analytics and UX teams to develop a deeper understanding of user needs.

Skills:

- Strong writing and editing skills.
- Experience working with a content management system or other tools to manage content.
- Experience developing and implementing digital content strategies.
- Understanding of analytics tools and ability to review metrics to determine the performance of our content and recommend new solutions or modifications to our content and site. Experience includes but isn't limited to Google Analytics and Search Console.

Bilingual Language Qualifications:

1. Be fully bilingual/bicultural in English and Spanish, with native-quality of proficiency in both languages and at least two years of experience writing digital content for a bilingual audience.
2. Have a demonstrated understanding of the make-up and needs of Hispanics in the United States, including common cultural values and information consumption patterns.
3. Have a demonstrated understanding of the Spanish language use in the United States to use a neutral Spanish, free of localisms.

2.6 OUTREACH AND DIGITAL MARKETING - ENGLISH

Full-time Position (1920 Hours), Firm-fixed Price

CLINs: 0006, 1006, 2006, and 3006

USAGov requires a full-time outreach specialist to provide social media, email marketing, agency partnership, general outreach and public engagement support for the USAGov program (that includes the website and other digital channels).

Responsibilities:

- Demonstrate a strong understanding of and stay up-to-date on the latest digital marketing trends and be able to develop and implement campaigns to disseminate information about government products and services.
- Write and edit copy for outreach channels in a timely, accurate, and clear manner.
- Ability to effectively run and manage social media channels for a government agency. The contractor shall write social media messages and be responsible for social media monitoring and listening and building public and federal communities and responding to questions on several social media platforms.
- Use strong research, social monitoring, and customer service skills to respond to questions through platform inboxes and on posts.
- Provide email marketing tactics, help manage an overall marketing strategy, and be able to write compelling subject lines and informative email newsletters to draw readers to government products and services.
- Create marketing materials including but not limited to social media messages, email newsletters, blog posts, news articles and more.
- Review metrics and data and report on the results of outreach efforts.
- Demonstrate experience pitching the media on large- and small-scale campaigns.
- Build new relationships with national and regional media contacts and grow syndication opportunities.
- Understand and quickly work with different outreach management tools, including but not limited to photo editing, video production, media syndication, and multi-channel marketing automation tools.
- Learn and implement new tools as needed to support overall outreach efforts.

Skills/Requirements:

- Strong writing and editing skills
- Experience working with a marketing automation tool to manage multiple channels for an organization.
- Experience running social media accounts - including but not limited to Facebook, Twitter, Instagram, and YouTube
- Experience developing public relations strategies, such as developing media plans, corresponding with members of the media, and researching and developing relationships with nation-wide media contacts.

- Understanding of analytics tools and ability to review metrics to determine performance successes of marketing campaigns. Experience includes but isn't limited to Google Analytics and Search Console.
- Preferred additional experience in graphic design and social listening platforms.
- Experience planning and hosting live digital events, such as webinars or Facebook Lives, preferred.

2.7 OUTREACH AND DIGITAL MARKETING - ENGLISH

Full-time Position (1920 Hours), Firm-fixed Price (FFP)

CLINs: 0007, 1007, 2007, and 3007

USAGov requires a full-time outreach specialist to provide social media, email marketing, agency partnership, general outreach and public engagement support for the USAGov program (that includes the website and other digital channels).

Responsibilities:

- Demonstrate a strong understanding of and stay up-to-date on the latest digital marketing trends and be able to develop and implement campaigns to disseminate information about government products and services.
- Write and edit copy for outreach channels in a timely, accurate, and clear manner.
- Ability to effectively run and manage social media channels for a government agency. The contractor shall write social media messages and be responsible for social media monitoring and listening and building public and federal communities and responding to questions on several social media platforms.
- Use strong research, social monitoring, and customer service skills to respond to questions through platform inboxes and on posts.
- Provide email marketing tactics, help manage an overall marketing strategy, and be able to write compelling subject lines and informative email newsletters to draw readers to government products and services.
- Create marketing materials including but not limited to social media messages, email newsletters, blog posts, news articles and more.
- Review metrics and data and report on the results of outreach efforts.
- Demonstrate experience pitching the media on large- and small-scale campaigns.
- Build new relationships with other government agencies, national and regional media contacts and grow syndication opportunities.
- Understand and quickly work with different outreach management tools, including but not limited to photo editing, video production, media syndication, and multi-channel marketing automation tools.
- Learn and implement new tools as needed to support overall outreach efforts.

Skills/Requirements

- Strong writing and editing skills
- Experience working with a marketing automation tool to manage multiple channels for an organization.
- Experience running social media accounts - including but not limited to Facebook, Twitter, Instagram, and YouTube
- Experience developing public relations strategies, such as developing media plans, corresponding with members of the media, and researching and developing relationships with nation-wide media contacts.
- Understanding of analytics tools and ability to review metrics to determine performance successes of marketing campaigns. Experience includes but isn't limited to Google Analytics and Search Console.
- Preferred additional experience in graphic design and social listening platforms.
- Experience planning and hosting live digital events, such as webinars or Facebook Lives, preferred.

2.8 OUTREACH AND DIGITAL MARKETING – BILINGUAL (ENGLISH/SPANISH)

Full-time Position (1920 Hours), Firm-fixed Price (FFP)

CLINs: 0008, 1008, 2008, and 3008

USAGov requires a full-time bilingual outreach specialist to public relations, promotional, agency partnership, and media support for our bilingual properties on USAGov en Español.

Responsibilities:

- Act as a Hispanic language, culture and marketing consultant.
- Demonstrate experience in public relations, media and marketing with a special understanding of the Hispanic media market and the needs of the Hispanic community.
- Provide and grow a syndication network for Hispanic media that will place the platform's content on major Spanish language digital platforms.
- Demonstrate a strong understanding of and stay up-to-date on the latest digital marketing trends and be able to develop and implement campaigns to disseminate information about government products and services.
- Write and edit copy for outreach channels in a timely, accurate, and clear manner.
- Ability to effectively run and manage social media channels for a government agency. The contractor shall write social media messages and be responsible for social media monitoring and listening and building public and federal communities and responding to questions on several social media platforms.
- Use strong research, social monitoring, and customer service skills to respond to questions through platform inboxes and on posts.

- Provide email marketing tactics, help manage an overall marketing strategy, and be able to write compelling subject lines and informative email newsletters to draw readers to government products and services.
- Create marketing materials including but not limited to social media messages, email newsletters, blog posts, news articles and more.
- Review metrics and data and report on the results of outreach efforts.
- Demonstrate experience pitching the media on large- and small-scale campaigns.
- Build new relationships with other government agencies, national and regional media contacts and grow syndication opportunities.
- Understand and quickly work with different outreach management tools, including but not limited to photo editing, video production, media syndication, and multi-channel marketing automation tools.
- Learn and implement new tools as needed to support overall outreach efforts.

Skills/Requirements:

- Strong writing and editing skills.
- Experience working with a marketing automation tool to manage multiple channels for an organization.
- Experience running social media accounts - including but not limited to Facebook, Twitter, Instagram, and YouTube.
- Experience developing public relations strategies, such as developing media plans, corresponding with members of the media, and researching and developing relationships with nation-wide media contacts.
- Understanding of analytics tools and ability to review metrics to determine performance successes of marketing campaigns. Experience includes but isn't limited to Google Analytics and Search Console.
- Preferred additional experience in graphic design and social listening platforms.
- Experience planning and hosting live digital events, such as webinars or Facebook Lives, preferred.

Additional Bilingual Requirements:

- Be fully bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
- Strong writing and editing skills in both English and Spanish.
- Experience managing concurrent outreach channels in Spanish.

2.9 USER INTERFACE (UI) DESIGNER - ENGLISH

Full-time Position (1920 Hours), Firm-fixed Price

CLINs: 0009, 1009, 2009, and 3009

USAGov requires a full time UI designer that is constantly creating interface designs for computers, smartphones, and all of our digital products. The UI designer will be involved at the early stages of the creation or enhancement of a digital product that must reflect the USAGov branding. The UI designer will work closely with an Art Director and UX Designer on all projects for USAGov as well as other projects across GSA.

Tasks and Responsibilities:

- Provide creative guidance on the USAGov bilingual platform and all of its channels (websites, contact center and social media) to show an awareness of established style guides for each channel's unique needs, audience and language.
- Design and maintain a design style and branding across the USAGov bilingual platform while creating new concepts that reflect our brand.
- Build interactive prototypes to show new ideas and test innovative concepts.
- Participate in the maintenance of the USAGov Handbook for the platform. This guide provides design and CMS template information such as graphical specifications, HTML coding, CSS styling, and Section 508/accessibility conformity.
- Create, select, optimize, and maintain logos, infographics, photos, interactive media, storyboards, screen flows and other graphical design elements for our websites, marketing campaigns, and social media presence.
- Monitor Internet industry trends and other government portals and identify innovative uses of design and technology and changes in industry capabilities with possible application to the USAGov bilingual platform.
- Combine UX thinking with design execution, to produce usable and intuitive user interfaces.
- Develop personas and usage scenarios.
- Analyze user feedback and activity, and iterate to enhance the user experience of a particular product.
- Coordinate with UI design team on issues like navigation, page routing, product page design and more.
- Create and design clickable, end-to-end journey mockups that allow users to test the experience of moving between screens.
- Maintain a modular design system: a library of user interface components that can be re-used to create more screens and features in the future.
- Collaborate with various teams (UX, Content, Development, Analytics and Accessibility) to evolve and refine our design system, ensuring visual cohesion and engineering efficiency across all USAGov digital presence.
- Communicate design solutions to the entire USAGov team.
- Design and prototype elegant and usable solutions for the web and mobile screens.

- Work within brand guidelines to create layouts that reinforce a brand's style or voice through its visual interfaces.

Skills and Requirements:

- Extensive experience working on multicultural digital products.
- A strong command of contemporary design tools including Sketch, Invision, and Adobe Creative Suite.
- Understand user needs.
- Knowledge of the user centered design process.
- Experience with user research such as surveys, interviews, and usability testing
- Background in designing for mobile-first platforms.
- Problem-solving and analytical skills.
- An understanding of design patterns.
- A solid foundation in layout and design.
- Excellent attention to detail.
- Self-development skills to keep up to date with fast-changing trends.
- Professional approach to time, costs and deadlines.
- Solid understanding of graphic design and web technologies.
- Ability to quickly adapt to new technologies and a willingness to keep their skills and industry knowledge current.
- Must have an online portfolio with examples of creative work.
- Strong knowledge of Section 508, Accessibility requirements for design, and W3C Standards.

2.10 DATA ANALYST – BILINGUAL (ENGLISH/SPANISH)

Full-time Position (1920 Hours), Firm-fixed Price (FFP)

CLINs: 0010, 1010, 2010, and 3010

USAGov requires a full-time bilingual data analyst to work on qualitative and quantitative data from all USAGov channels.

Responsibilities:

- Analyze web data, search data, and survey comments to help answer specific questions; provide overall status of USAGov channels; and/or recommend courses of action.
- Maintain and augment a catalog of Spanish search data from Google; interpret findings; and share impressions using tools such as Tableau.
- Review and summarize Spanish survey comments and other qualitative data from USAGov channels.
- Use social media data and knowledge of up-to-date social media practices to monitor the impact of outreach efforts, make recommendations, and track progress.

- Work collaboratively with individuals from different teams.
- Update search features (“Best Bets”) in Spanish.

Skills/Requirements:

- Ability to analyze data and develop recommendations based on that analysis.
- Experience using tools that include but are not limited to Google Analytics; Google Search Console; Microsoft Excel; and Tableau.
- Experience analyzing data, creating data visualizations, and preparing slides and written reports to share findings.
- Experience in presenting and explaining data during in-person and remote meetings.
- Experience identifying success metrics and tracking progress.
- Bonus skills: programming, natural language processing, and skill using R- Python.

Bilingual Language Requirements:

- Bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
- Strong writing and editing skills in English and Spanish.

2.11 TELECOMMUNICATIONS SPECIALIST - ENGLISH
Part-time Position (NTE 1920 Hours), Labor-hour (LH)
CLINs: 0011, 1011, 2011, and 3011

Responsibilities:

- Serve as a telecommunications expert and advisor to assist the government plan out telecommunications infrastructure needs to support the USAGov Contact Center.
- Serve as an expert and as a liaison when troubleshooting telecommunication issues with the government and its telecommunications and contact center vendors.
- Manage the USAGov Contact Center Interactive Voice Response (IVR) system, in both English and Spanish, including updating the IVR when requested and analyzing and reporting on IVR usage on a monthly basis.
- Assist the government in performing quality assurance validation on Spanish calls, chats, and emails at the contact center.

Skills/Requirements:

- Experience with managing telecommunications infrastructure at contact centers (both POTS and VoIP based).
- Ability to troubleshoot telecommunications issues and coordinate with multiple involved parties.
- Experience in managing IVRs in both English and Spanish, including all facets of establishing and maintaining an IVR and performing analysis of IVR usage.

2.12 QUALITY ASSURANCE SPECIALIST - BILINGUAL (ENGLISH/SPANISH)**USAGov Contact Center****Full-time Position 1920 Hours, Firm-fixed Price (FFP)****CLINs: 0012, 1012, 2012, and 3012**

The Quality Assurance (QA) Specialist will monitor and evaluate inbound calls, chat interactions and other responses provided by contact center agents to assess associates technical accuracy, customer service performance, demeanor and conformity to the organization policies and procedures. These individuals will assist in developing, creating and implementing call center quality processes and procedures as well as making recommendations for enhancements to training materials as needed to enhance the overall customer's experience.

Requirements:

- Participating in design of call, chat, email monitoring forms and quality standards.
- Performing call, chat, and email monitoring and providing trend data.
- Using quality monitoring data management systems to compile and track performance at team and individual levels.
- Identifying key performance issues at the individual and team level.
- Monitoring customer care responses.
- Participating in listening programs to identify customer needs and expectations.
- Providing actionable data to the management team as needed.
- Assisting with the coordination and facilitation of quality calibration sessions for call center staff.
- Providing feedback to the QA lead, contact center team leaders, and QA managers.
- Preparing and analyzing internal and external quality reports for management staff review.

Skills:

- Experience with contact center quality assurance processes, forms, techniques, and scoring methodologies.
- Ability to analyze data and develop recommendations based on that analysis.

- Experience analyzing data, creating data visualizations, and preparing slides and written reports to share findings.
- Strong analytical and research skills - ability to parse nuanced details and information to assess accuracy.

Bilingual Language Requirements:

- Bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
- Strong reading and oral comprehension, writing, and editing skills in English and Spanish.

2.13 QUALITY ASSURANCE SPECIALIST- BILINGUAL (ENGLISH/SPANISH)

USAGov Contact Center

Full-time Position - 1920 Hours, Firm-fixed Price (FFP)

CLINs: 0013, 1013, 2013, and 3013

The Quality Assurance (QA) Specialist will monitor and evaluate inbound calls, chat interactions and other responses provided by contact center agents to assess associates technical accuracy, customer service performance, demeanor and conformity to the organization policies and procedures. These individuals will assist in developing, creating and implementing call center quality processes and procedures as well as making recommendations for enhancements to training materials as needed to enhance the overall customer's experience.

Requirements:

- Participating in design of call, chat, email monitoring forms and quality standards.
- Performing call, chat, and email monitoring and providing trend data.
- Using quality monitoring data management systems to compile and track performance at team and individual levels.
- Identifying key performance issues at the individual and team level.
- Monitoring customer care responses.
- Participating in listening programs to identify customer needs and expectations.
- Providing actionable data to the management team as needed.
- Assisting with the coordination and facilitation of quality calibration sessions for call center staff.
- Providing feedback to the QA lead, contact center team leaders, and QA managers.
- Preparing and analyzing internal and external quality reports for management staff review.

Skills:

- Experience with contact center quality assurance processes, forms, techniques, and scoring methodologies
- Ability to analyze data and develop recommendations based on that analysis.
- Experience analyzing data, creating data visualizations, and preparing slides and written reports to share findings.
- Strong analytical and research skills - ability to parse nuanced details and information to assess accuracy.

Bilingual Language Requirements:

- Bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
- Strong reading and oral comprehension, writing, and editing skills in English and Spanish.

OPTIONAL CLINs

For the most part, Optional CLINs are for ad hoc projects of short duration with specific deliverables. **The government reserves the right to request full-time performance before the exercise of an Optional CLIN.**

The Federal Acquisition Regulation (FAR) Council requires that all federal entities ensure that all Contractors have current and approved security background investigations that are equivalent to investigations performed on federal employees.

If and when services are required, the contracting officer (CO) will request a price proposal after providing the vendor with a detailed task description. The price proposal shall conform to priced labor-hour rates at Task Order award. If the government accepts the price proposal, the contractor will be authorized to proceed once a modification is issued by the CO.

The contractor shall provide the following Optional CLINs:

2.14 VOICE USER INTERFACE DESIGNER - ENGLISH

Part-time Position (NTE 1920 Hours), Labor-hour (LH)

CLINs: 0014, 1014, 2014, and 3014

USAGov has a need for a contractor to design, build and deploy voice experiences that help the public get access to government information through voice search, smart speakers and more. This person will need to bring a deep understanding of how humans use voice to interact with different technologies.

Responsibilities:

1. Designing and deploying end-to-end voice skills that meet user needs.

2. Developing personas and identifying target audiences that would most benefit from interacting with government information through a VUI.
3. Testing, analyzing, and iterating on VUI prototypes and live voice interactions.
4. Creating sample dialogs and user flows to support VUI development.
5. Having a deep understanding of the various voice platforms to provide guidance on the best places to invest time in voice development.
6. Providing guidance on how to code and deploy a voice skill.
7. Advising on how to best measure success and capture metrics/analytics of VUIs.

Skills/Requirements:

- Deep knowledge of how humans use voice to interact with different technologies.
- Understanding of and experience working with voice platforms like Alexa, Google Home, Siri, Cortana and others.
- Experience in building voice skills.
- Experience in creating content that works for voice search and voice experiences.
- Voice user experience design.
- Experience identifying success metrics for voice capabilities.
- Experience analyzing data from the voice skills to make recommendations for how to evolve and iterate on the product.

2.15 ANALYTICS DEVELOPER/PROGRAMMER - ENGLISH
Part-time Position (NTE 1920 Hours), Labor-hour (LH)
CLINs: 0015, 1015, 2015, and 3015

Responsibilities:

- Develop automated solutions for processing USAGov's qualitative data; and/or fix and maintain existing solutions.
- Analyze a variety of datasets and develop recommendations based on that analysis.
- Work collaboratively with individuals from different teams.

Skills/Requirements:

- Experience creating programs using natural language processing.
- Experience using tools that include but are not limited to Google Analytics; Google Search Console; Microsoft Excel; Tableau; R; Python.
- Experience analyzing data, creating data visualizations, and preparing slides and written reports to share findings.
- Experience in presenting and explaining data during in-person and remote meetings.
- Experience identifying success metrics and tracking progress.
- Strong writing and editing skills.

2.16 CONTENT & OUTREACH – BILINGUAL (ENGLISH/SPANISH)

Part-time Position (NTE 1920 Hours), Labor-hour (LH)

CLINs: 0016, 1016, 2016, and 3016

USAGov requires a full-time bilingual outreach specialist to public relations, promotional, agency partnership, and media support for our bilingual properties on USAGov en Español.

Responsibilities:

- Act as a Hispanic language, culture and marketing consultant.
- Demonstrate experience in public relations, media and marketing with a special understanding of the Hispanic media market and the needs of the Hispanic community.
- Provide and grow a syndication network for Hispanic media that will place the platform's content on major Spanish language digital platforms.

Skills/Requirements:

- Strong writing and editing skills.
- Experience working with a marketing automation tool to manage multiple channels for an organization.
- Experience running social media accounts - including but not limited to Facebook, Twitter, Instagram, and YouTube.
- Experience developing public relations strategies, such as developing media plans, corresponding with members of the media, and researching and developing relationships with nation-wide media contacts.
- Understanding of analytics tools and ability to review metrics to determine performance successes of marketing campaigns. Experience includes but isn't limited to Google Analytics and Search Console.
- Preferred additional experience in graphic design and social listening platforms.
- Experience planning and hosting live digital events, such as webinars or Facebook Lives, preferred.

Bilingual Language Requirements:

- Be fully bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages.
- Strong writing and editing skills in both English and Spanish.
- Experience managing concurrent outreach channels in Spanish.

2.17 TRAVEL

The travel funding identified in PWS Section 7.0 is not for regular work performance at GSA nor to attend routine management meetings. The travel funding identified is for government-initiated travel in direct support of program goals and requires pre-approval by the COR.

2.18 OTHER DIRECT COSTS (ODC)

Funding for ODC is identified in PWS Section 9.0. All ODC are subject to prior government approval in writing by the COR. The Contractor may incur additional indirect costs during the performance of this contract, to include but not limited to: software licenses, potential small purchases related to providing administrative and logistical support.

3.0 PERIOD OF PERFORMANCE

The Task Order period of performance is for a base is 11 months with three one-year option periods. The base year start date is defined by the Contracting Officer. The expected start date for the base year period of performance is 06/01/2020 through 04/30/2021. The expected period of performance for the option years is:

05/01/2021 – 4/30/2022 (OY 1)

05/01/2022 – 4/30/2023 (OY 2)

05/01/2023 – 4/30/2024 (OY 3)

The Government reserves the right not to exercise any option period or optional CLIN.

4.0 PLACE OF PERFORMANCE

The primary place of performance is the U.S. General Services Administration (GSA) 1800 F Street, NW, Washington DC 20405. Staff shall be available during normal, core operating hours 8:00AM to 5:00PM Monday through Friday, except for federal holidays. The Contractor's designated point-of-contract shall be available for scheduled meetings during the core operation hours.

As stated in the previous paragraph, the primary place of performance is GSA, 1800 F Street, NW, Washington DC 20405. There should be no assumption that part-time or full-time telework will be available. The government reserves the right to approve, modify, deny, or revoke telework.

5.0 PERFORMANCE REQUIREMENTS SUMMARY

In general, the Performance Requirements Summary (PRS) sets forth the expected objectives of the task order, the service(s) required of the contractor to achieve the objectives, a performance standard per outcome, and a plan for a reduction in payment in the event the contractor does not meet the performance standard. The PRS is not an exclusive remedy, and the inclusion of the PRS does not preclude the government from using any other remedy available by law or contract terms, including reductions in payment in accordance with any clause for inspection of services.

The PRS table below reflects the objectives considered by USAGov to be most relevant to the successful performance of this task order. This includes the expected standards of performance and incentives for failure to adhere to performance standards.

USAGov Bilingual Web Support Services			
Objectives	Required Service	Performance Standard	Incentives/Disincentives
Timely receipt of all required documents.	The contractor shall convey all deliverables in accordance with the schedule outlined in this task order.	No deliverable shall be more than one business day overdue without the approval of the COR.	Expedited payments shall be processed for 100% of invoices, if deliverables are timely. If deliverables are determined to be unacceptable to the COR and cannot be resolved to the satisfaction of the government, the results will be reflected in the contractor's performance evaluation.
High quality bilingual web support svcs. for USAGov and its delivery channels Results Accomplish project goals & USAGov's mission.	USAGov Bilingual Web Support Services as defined in the PWS There are 13 mandatory CLINs & 3 Optional CLINs identified in the PWS.	Web Support Svcs quality standards are as follows: Accurate information is provided to decision makers in timely manner; Attention to detail; Reports are logical and clearly written; Effective analysis of variables is used to analyze risk; Thorough research is apparent and effectively utilized in the reporting process; milestones are realistic & actionable.	If quality standards are met, expedited payments shall be processed for 100% of invoices properly submitted in accordance to this Task Order. If deliverables are determined to be unacceptable to the COR and cannot be resolved to the satisfaction of the government, the results will be reflected in the contractor's performance evaluation.

6.0 QUALITY ASSURANCE (QA) SURVEILLANCE PLAN AND DELIVERABLES

Deliverables	What will be inspected	Who will Inspect	When it will be inspected
1	Contractor's invoice, monthly status reports, and other supporting documentation including timesheets for the CLINs identified as Labor-hours.	Program Managers COR	Monthly
2	Contractor will attend contract kick-off meeting.	Program Manager, COR and CO	Within 5 days of contract award
3	Contractor will identify company POC to manage both the Task Order and the secure, online Security Clearance/GFE process in ROCAL. A Tier 2S clearance is required for this position.	COR	At Kick-off meeting 5 days after award
4	The Contractor's point-of-contact will ensure that the ROCAL Google sheet is current.	COR or Program Manager	Semiweekly unless a security clearance is in process then ROCAL will be inspected daily.
5	New Contractor Information Worksheets (CIW) will be completed and uploaded into ROCAL by the company POC.	COR	2-days after COR request
6	Contractor will ensure that any online e-QIP applications are complete, required forms uploaded and fingerprints obtained.	COR	e-QIP & related forms due 3 business days after applicant receives email with instructions from hspd12.security@gsa.gov Fingerprints are due within 7 business days after eQIP is submitted.
7	Contractor will gather, analyze and interpret, and present data in support of assigned projects as assigned.	Program Manager, COR	As needed

8	Contractor POC will respond to government inquiries within 4 hours, except weekends and federal government holidays.	COR	As needed
9	Contractor shall respond to requests for information or new projects within four hours, not including government holidays or weekends.	COR or Program Manager	Per occurrence
10	Contractor will provide ongoing reports and summaries	Program Manager	On demand
11	Contractor will conduct quality assurance reviews of assigned projects.	Program Manager	As assigned
12	Contractor will maintain project files and data for each of the project assigned.	Program Manager	As assigned

7.0 TRAVEL

All official long-distance travel must be pre-approved in writing by the COR. Estimated travel costs will be submitted at least three (3) weeks in advance of the travel date to allow sufficient time for the approval process. Any travel not pre-approved by the COR will not be reimbursable. Travel costs must be pre-approved and align with the federal regulations (see Federal Acquisition Regulation 31.205-46 – Travel Costs).

The travel funding identified is not for regular work performance at GSA nor to attend routine management meetings. The travel funding identified is for government-initiated travel in direct support of program goals and requires pre-approval by the COR.

Reimbursement for pre-approval travel costs must be billed on a separate invoice with supporting documentation. Travel funding will not exceed \$10,000 per year.

8.0 LOCAL TRAVEL

Local travel cost for the Washington, DC Metropolitan commuting area (50-mile radius) is not reimbursable.

9.0 OTHER DIRECT COSTS (ODCs)

All ODCs are subject to prior government approval in writing by the COR. The Contractor may incur additional indirect costs during the performance of this contract, to include but not limited to: software licenses, potential small purchases related to providing administrative and logistical support. The government will reimburse the Contractor for pre-approved ODCs associated with

program activities. Reimbursable ODCs must be billed on a separate invoice from the monthly invoice for work performed under mandatory or optional CLINs identified in PWS. ODCs shall not exceed \$5,000 per year.

10.0 ORGANIZATIONAL CONFLICTS OF INTEREST

It is recognized by the parties that, in the course of the Contractor's performance, its personnel may require access to or be given custody of specific information (whether in its original or derived form) submitted to the government on a confidential basis. Such information includes, but is not limited to, another government contractor's business practices, designs, mission, operation concepts, sketches, management policies, cost, operating expenses, and technical data. The Contractor agrees that its employees with access will use and examine this information exclusively for their performance of the work required under this contract and for no other purpose whatsoever.

The Contractor agrees to instruct personnel that have access to or custody of information acquired by the government from a confidential relationship as to the nature of the confidential relationship under which the government received such information. The Contractor shall stress that the information shall not be disclosed to any other party or to contractor personnel who do not need to know the contents thereof for the performance of this contract. All staff shall also be informed that they shall not engage in any other action, venture, or employment wherein this information will be used for the profit or interest of any party.

Contractor personnel is required to sign a non-disclosure agreement prepared by the government before their receipt of any company proprietary or sensitive source selection data. In cases where Contractor personnel receive company proprietary data directly from a company, in the course of contract performance, the Contractor, the Contractor's on-site staff, and the company providing the data should enter into an agreement prohibiting the unauthorized use of the information for as long as the information remains proprietary. The Contracting Officer should be furnished copies of these non-disclosure agreements before the Contractor's review of the company's proprietary data.

11.0 CONFIDENTIALITY AND NON-DISCLOSURE

The preliminary and final deliverables and all associated working papers and other material deemed relevant by the agency that has been generated by the Contractor in the performance of this project, are the property of the U.S. Government. At the government's request, materials must be submitted to the government's Program Manager at the conclusion of the task order. All documents produced for this project are the property of the U.S. government and cannot be reproduced, distributed, or retained by the Contractor without the express permission of the Contracting Officer. All appropriate project documentation will be given to the agency during and at the end of this contract. The Contractor shall not release any information without the written consent of the Contracting Officer (CO). Personnel working on any of the described tasks shall

be required to sign formal non-disclosure or conflict of interest agreements to guarantee the protection and integrity of government information and documents.

12.0 ALL MATERIAL PROPERTY OF U.S. GOVERNMENT

All materials developed under the task orders pursuant to the Task Order are the property of the U.S. government. Under no circumstances shall the contractor place a copyright on any of the materials that the Contractor develops, provides, and receives payment for under task orders pursuant to the Task Order. The Contractor, upon request from the government, shall provide a copy of any such materials within five (5) business days of receiving the request. At the end of the contract, all materials must be turned over to the government in its entirety. Under no circumstances will the Contractor place a copyright on any of the materials that the Contractor develops, provides, and receives payment for pursuant to the contract.

13.0 CONTRACTOR PERFORMANCE

Contractor performance is documented in the Contractor Performance Assessment Report (CPARs) at the end of each performance period, including the base year and all Option Years.

Interim reports may also be used should deficiencies in performance occur. The Contractor may be notified by the CO/COR in oral or written format. The government may require the Contractor to re-perform any services that do not conform to Task Order requirements.

14.0 COMPLIANCE REQUIREMENTS AND REFERENCES

14.1 GENERAL COMPLIANCE REQUIREMENTS

The GSA information systems are the property of the government. The contractor shall be responsible for adhering to all aspects of the Privacy Act and is prohibited from removing from the worksite any programs, documentation, or data without the knowledge and written approval of the USAGov Program Manager.

14.2 SECTION 508 COMPLIANCE

The Contractor shall support the Government in its compliance with Section 508 throughout the development and implementation of the work to be performed.

All electronic and information technology products (EIT) procured or delivered through this Contract and any document to be published on the Internet or in electronic/digital format must meet the applicable accessibility standards at 36 CFR 1193 and 1194 unless an agency exception to this requirement exists. 36 CFR implements Section 508 of the Rehabilitation Act of 1973, as amended ([29 U.S.C. 794d](#)). This is viewable at <http://www.access-board.gov>.

14.3. GOVERNMENT AND CONTRACTOR FURNISHED EQUIPMENT

All individuals providing services on-site are required, while clearances are being processed, to arrive at GSA with a working laptop that has the Microsoft Office Suite (Word, Excel, and PowerPoint), the ability to access the Internet, an email account (corporate or free), as well as any additional tools and applications required to complete the work required of the position (such as IDEs for developers or screen readers for accessibility and quality assurance (Section 508), etc.).

It is a requirement that these resources be available to the person until his or her clearance is completed. The clearance process can range from two weeks to several months. Once clearances are completed, if access to the GSA network is required, the government will provide the necessary resources, equipment, and workspace for the contractor to be used while working on-site at GSA. **Only GSA-issued laptops are allowed to access the GSA network.**

Individuals who, at the government's discretion, are not required to obtain a clearance are expected to have access to a working laptop that has the Microsoft Office Suite (Word, Excel, and PowerPoint), an email account (corporate or free), as well as any additional tools and applications necessary to complete the work required of the position (such as IDEs for developers or screen readers for accessibility and quality assurance, etc.).

In these instances, GSA has a guest wireless network available for connectivity to the Internet. Without a clearance, these individuals will be unable to access GSA systems directly, so the government will work closely with them to ensure deliverables can be properly migrated and deployed onto GSA systems.

15.0 SECURITY CONSIDERATION

15.1 REQUESTING OFFICIAL CONTRACTOR APPROVAL LIST (ROCAL)

USAGov uses ROCAL, an online Regional Repository, to track all aspects of the security clearance process and the issuance and return of Government Furnished Equipment (GFE), including GSA's Access Card.

ROCAL and its google site are products of Federal Acquisition Services' (FAS) Office of Telecommunications Services (OTS). The management of ROCAL is the function of the OTS Security Team. ROCAL is a secure repository for all contractor employees who require a security clearance or access to GSA facilities or GSA IT Systems.

ROCAL offers streamlined delivery procedures designed to safeguard Personally Identifiable Information (PII). It allows for real-time accountability of all aspects of the Contractor Fitness Determination (Security Clearance) process and tracking of GFE.

The Contractor's designated point-of-contact will manage the ROCAL site, including the uploading of the Contractor Information Worksheet (CIW) for each employee. The CIW initiates the clearance process. Since the CIWs contain PII, the designated point-of-contact is required to obtain and maintain a favorable initial and final fitness determination. A Tier 2S clearance (formerly known as MBI) is required.

After award, the Contractor and the COR will work together in conjunction with the OTS Security Team to establish a contract-specific site and a contract-specific Contractor Information Worksheet (CIW). The COR will obtain the necessary approvals for the creation of this site. The Contractor is expected to take 30-minute training on the clearance process and the management of ROCAL. The POC shall have a Tier 2S clearance to have access to the ROCAL site. Initially, the COR will assist with the submission of the CIWs until the POC has a Tier 2S clearance.

15.2 ACCESS CARDS

The GSA Access Card (Access Card) serves as the identity badge and uses smart card technology to provide reliable and secure identity verification. Contractors are required to use their Access Card along with a Personal Identification Number (PIN), to log into their computer and GSA networks.

To obtain a GSA Access Card, contractor employees shall obtain and maintain a favorable initial and final fitness determination to continue performance under this Task Order. Contract employees must receive, at the minimum, a successful Tier 1 investigation (formerly known as low risk or NACI). Prior to the issuance of an Access Card, successful results from the FBI National Criminal History Check (i.e., fingerprint check) portion must be received.

If contractor personnel require access to GSA IT systems as a result of the Government exercising any of the Option Periods or Optional Tasks, those contractor personnel will be required to comply with these requirements. For Option Year exercise updated CIWs are required for all Contractor employees performing under this Task Order.

The Contractor shall return all badges to the government on the same day that an individual employee is terminated, and/or upon termination or completion of the Task Order. The Contractor shall notify the government immediately of any lost or stolen badges.

The government assumes financial responsibility for any fees connected to the clearance process for contractor employees and the issuance or maintenance fees for the Access Card

15.3 FACILITIES SECURITY – CONTRACTOR EMPLOYEE IDENTIFICATION

Contractor will comply with all government rules and requirements pertaining to facility access or access to GSA's IT systems. Contractor employees working at a government facility may be required to display on their person, a government-provided identification badge that will include

the full legal name of the Contractor employee(s). It is the responsibility of the Contractor to request and obtain badges from the government prior to the first workday of any Contractor employee.

16.0 INFORMATION TECHNOLOGY SECURITY POLICIES AND REGULATIONS

All GSA contractors that require access to a GSA computer or IT system are contractually subject to all GSA and Federal IT Security standards, policies, and reporting requirements. The contractor shall meet and comply with GSA's Information Technology (IT) Security Policy, dated October 23, 2014; and GSA's Information Technology (IT) Rules of Behavior, and all applicable GSA and NIST standards and guidelines, other governmentwide laws and regulations for protection and security of information technology. Contractor employees are required to complete annual training on IT Security and Privacy.

Contractors are also required to comply with Federal Information Process Standards (FIPS), the "Special Publications 800 series" guidelines published by NIST, and the requirements of FISMA.

16.1 DATA SECURITY AND PRIVACY

The contractor shall be responsible for properly protecting all information used, gathered, disclosed, or developed as a result of work under this contract. All information gathered or created under this contract shall be considered as Sensitive but Unclassified (SBU) information. If contractor personnel must remove any information from the primary work area they should protect it to the same extent they would their proprietary data and/or company trade secrets. The use of this data is subject to the Privacy Act will be utilized in full accordance with all rules of conduct as applicable to Privacy Act Information. Personnel shall adhere to the Privacy Act of 1974, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

16.2 SECURITY CLEARANCE AND GSA ACCESS

The Federal Acquisition Regulation (FAR) Council requires that all federal entities ensure that all Contractors have current and approved security background investigations that are equivalent to investigations performed on federal employees.

In accordance with Homeland Security Presidential Directive 12 (HSPD-12) and GSA regulations, contractor employees who required access to GSA facilities and IT systems shall obtain and maintain a favorable initial and final fitness determination to continue performance under this Task Order. Contract employees must receive, at the minimum, a successful Tier 1 investigation (formerly known as low risk or NACI).

17.0 NON-DISCLOSURE AGREEMENTS

The contractor and all contractor employees assigned for any length or duration to the project shall be required to sign a **Non-disclosure Agreement (NDA)**, restricting any use of inside information as procurement sensitive.

18.0 GOVERNMENT CONTRACTOR RELATIONSHIPS

The government and the Contractor understand and agree the support services to be delivered under this Task Order by the Contractor are non-personal services and the parties recognize and agree that no employer-employee relationships exist or will exist under the Task Order between the government and the Contractor or between the government and the Contractor's employees. It is, therefore, in the best interest of the government to afford the parties a full and complete understanding of their respective obligations.

Contractor personnel under this Task Order shall not:

- Be placed in a position where they are appointed or employed by a Federal employee, or are under the supervision, direction, or evaluation of a Federal civilian employee or military member.
- Be placed in a position of command, supervision, direction, or evaluation over direct action (DA) military or civilian personnel or personnel of other Contractors or become a part of a Government organization.
- Contractor is responsible for supervisory functions of its personnel.

Employee Relationship:

- The services to be performed under this Task Order require the Contractor's employees to provide support and recommendations to the Government.
- Rules, regulations, directions, and requirements which are issued by command authorities under their responsibility for good order, administration, and security are applicable to all personnel who enter a Government installation. This is not being construed or interpreted to establish any degree of government control which is inconsistent with non-personal services Task Order.
- Contractor will not be paid for performance of personal services. Therefore, in the event Contractor (or its employee) is directed by any Government employee to perform tasks that the Contractor believes are personal services, the Contractor should take no action and immediately contact the Contracting Officer to determine the appropriate course of action.

19.0 PAYMENT AND INVOICING

Billing and payment will be accomplished in accordance with the contract. The Contractor must submit a monthly invoice for services or products provided in the preceding month. Invoices will be submitted no later than the 15th calendar day of the month following the performance. The COR's invoice(s) shall be accompanied by all supporting documentation to include, but not limited to: status reports that capture the work accomplished by each CLIN (FFP & LH) for the performance period invoiced; timesheets for Labor-hour CLINs that identifies the staff member, date, hours worked and work accomplished for each day. A separate timesheet for each Labor-hour CLIN is required.

Billing and payment shall be accomplished as follows:

1. The Contractor shall submit invoices electronically to GSA Office of the Chief Financial Officer, Vendor and Customer Self Service (VCSS) web portal (<https://vcss.ocfo.gsa.gov>).
2. **A duplicate invoice with supporting documentation shall be sent via email** to the Contracting Officer's Representative (COR) at charlene.blanco@gsa.gov. If supporting documentation is required, it must be submitted with the invoice to the COR via email before or at the same time the invoice is submitted to the VCSS web portal.

Invoices are authorized for payment upon GSA's receipt and acceptance of deliverables specified in the contract and the **receipt of a proper invoice. Invoices must include the following:**

1. Name and address of the Contractor;
2. Invoice date and invoice number;
3. Order Number and/or Contract Number, PDN Number (Pegasys Document Number) and any contract line item numbers, if applicable;
4. Project name and Program Office;
5. Description of the services provided including quantity, unit of measure, unit price and extended price of the item(s) delivered; period of service and/or dates that services were provided, etc.;
6. Terms of any discount for prompt payment offered;
7. Name and address of Contractor's official to whom payment is to be sent;
8. Name, title, phone number, email address and mailing address of the person to be notified in the event of a defective invoice, and
9. Contractor's Taxpayer Identification Number (TIN).

NOTE:

Failure to submit the original invoice(s) electronically to [Vendor and Customer Self Service \(VCSS\)](#) and the duplicate invoice(s) via email to the COR could delay your payment.

Vendors must register in VCSS to submit their invoices electronically. The VCSS web portal is <https://vcss.ocfo.gsa.gov/>

Initially, the COR will assist the Contractor with invoicing to ensure that invoices are proper for government payment and identify the required elements such as Task Order number, program office, project name, etc.

If you have any contract related invoicing issues, please contact the COR at charlene.blanco@gsa.gov

Charlene Blanco
GSA TTSS
USAGov Delivery & Channel Ops (QQBC)
1800 F Street, NW
Washington, DC 20405
Email: charlene.blanco@gsa.gov
Phone: 202-236-8298

If you have problems submitting your invoice, please contact one of the following, as applicable.

VCSS General System, Login ID, Password Issues

GSA Financial Systems Service Desk:
Phone: 866-450-6588 (Press 3)
Email: OCFOServiceDesk@gsa.gov

Invoice & Payment Related Questions**USDA Finance Center - Help Desk (GSA's payment office)**

Phone: 800-676-3690, Opt 3

20.0 CONTRACT ADMINISTRATION

The Contracting Officer is the only person authorized to approve any changes in the scope of work for this requirement. The authority remains solely with the Contracting Officer. In the event the contractor effects any changes at the direction of any person other than the Contracting Officer, the changes shall be considered to have been made without authority and no adjustment will be made in the contract price to cover any increase of expenses incurred as a result thereof.

The Contracting Officers Representative (COR) and/or Program Manager shall assist in monitoring the contractor's performance. The contractor's performance shall be evaluated by

the COR/Program Manager unless otherwise required.

The COR /Program Manager shall contact the Contracting Officer for any changes needed on the requirement.

Contracting Officer

Vivian Fields
Contracting Officer
GSA Office of Administrative Services (OAS)
Office of Internal Acquisition (OIA)
1800 F Street, NW
Washington, DC 20405
Phone: 202-501-1741
Email: vivian.fields@gsa.gov

Contracting Officer's Representative (COR)

Charlene Blanco
GSA TTSS
USAGov Delivery & Channel Ops (QQBC)
1800 F Street, NW
Washington, DC 20405
Office Cell: 202-236-8298
Email: charlene.blanco@gsa.gov

21.0 INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

The General Services Administration (GSA) is issuing this Request for Quote (RFQ) on behalf of the GSA, TTSS USAGov. The purpose of this RFQ is to solicit from the Federal Supply Service 8(a) STARS II Schedule Category C1 FA1 holders that will provide USAGOV Bilingual Web Support Services for USA.gov, the official website of the U.S. government, its Spanish counterpart USA.gov/espanol, and other delivery channels such as the USAGov Contact Center. As the official website of the U.S. government, USAGov's governmentwide impact is critical at times of national crisis, such as a public health emergency or weather-related disaster. USAGov bilingual platform's mission is to create and organize timely, needed government information and services and make them accessible to the public anytime, anywhere, via their channel of choice.

This will be a single award Task Order. The contract type is a Hybrid comprised of Firm fixed-Price (FFP) CLINs and Labor-hour (LH) CLINs. Award is based on the proposal that is the Best Value to the government. Optional CLINs 2.17 Travel and 2.18 ODC are not based on either FFP or LH. Funding for these CLINs is determined by the government, and both CLINs have NTE limits.

Offerors may not submit marketing materials (brochures, glossies, etc.) as a substitute for submission of a prepared technical proposal.

22.0 EVALUATION FACTORS AND METHODOLOGY

The technical evaluation will be made up of three technical factors: Past Performance, Management Approach, and Resumes. The government considers Past Performance more important than Management Approach and Resumes. Management Approach and Resumes are of equal importance to the government. If determined that proposals are technically equal in quality, price will become a deciding factor.

The Offeror shall provide a Technical Proposal that describes its approach to accomplish the requirements identified in the PWS. The government reserves the right to choose not to accept any of the proposals.

Price

Once Technical Proposals are evaluated and ratings assigned, the Price Proposals will be reviewed and compared to enable a Best Value Determination for the government. The Contracting Officer makes the Best Value Determination for the government.

Basis of Award

The government anticipates awarding a Hybrid Task Order comprised of Firm-fixed Price CLINs and Labor-hour CLINs to the Offeror whose proposal is most advantageous to the government, technical evaluation criteria and price considered. Optional CLINs 2.17 Travel and 2.18 ODC are not based on either FFP or LH. Funding for these CLINs is determined by the government.

22.1 TECHNICAL PROPOSAL

A Technical Proposal is required from each Offeror. Offerors proposals must be concise and clearly describe its past performance references, management approach, and staffing factors. Resumes for proposed personnel shall be provided for each mandatory CLIN, and the Contractor's designated point-of-contact.

Technical Proposal must meet the requirements of the PWS, and the Offerors must elaborate on how they plan to measure their efforts to ensure the highest quality of performance.

The Technical Proposal must include a written narrative on Past Performance that addresses the requirements of the PWS. **The Past Performance section must not be longer than ten (10) pages and is included as part of the Technical Proposal 30-page limit**

23.0 EVALUATION CRITERIA AND ADJECTIVAL RATINGS

23.1 FACTOR 1: PAST PERFORMANCE

Description: The government is seeking an experienced team, which has done work of similar size and scope for federal, **state or local government agencies** or non-profit companies.

Past Performance – STARS II Prime

The government has privity only with the STARS II Prime; therefore, the prime's past performance will be reviewed.

Past performance examples shall, when combined, demonstrate experience gained within the past 3 years. Accordingly, the Offeror shall identify and describe three past performance references that have either been completed or that are still in progress **within the past three (3) years**. Recent references must demonstrate relevant experience gained that is similar to the requirements of the PWS. Past Performance must be similar in scope, size, type, dollar value, and complexity, including staffing multiple positions (6-plus) concurrently for a multi-year project. Past performance examples shall, when combined, demonstrate experience gained within the past 3 years. Past performance examples shall mirror the requirements of the PWS.

For each Past Performance Reference, the Offeror shall provide the following information:

1. Agency name or company name:
2. Project name:
3. Contract # Task Order #, etc.:
4. Description of project:
5. Size of the project in terms of dollars:
6. Staffing levels (number of employees performing concurrently under this contract):
7. Performance Period (start date-end date)
8. Is this a current contract?
9. Website(s) name and URL(s), if applicable:
10. Name of the point-of-contact and alternate name that includes their business address, telephone/cell number(s), and email address

Contact information must be current. The government reserves the right to contact the individuals identified above as references and to verify the specifics of prior contracts described by your company in its proposal.

The government reserves the right to check databases, such as the Contractor Performance Assessment Reporting System (CPARS), to obtain performance information, and may consider information obtained from other sources when evaluating the Offeror's past performance.

The government will determine if your company's experience is similar in size, scope, and complexity to the requirements described in the PWS. The information presented in your Technical Proposal, combined with information from any other sources available to the government, will provide the primary input for the evaluation of this factor.

Past performance on contracts that are more relevant to this requirement and similar in scope and size will be considered more heavily than performance on less relevant contracts that are smaller scope and size.

The Offeror shall provide at least one federal government past performance reference similar in scope to this PWS. Reference(s) must identify successful performance staffing multiple (6-plus) positions concurrently as defined in the PWS.

23.1.1 ADJECTIVAL MATRIX AND EVALUATION FACTORS FOR FACTOR 1 - PAST PERFORMANCE

Evaluation Factor 1 - Past Performance will be scored in accordance with the following matrix:

FACTOR 1 PAST PERFORMANCE	
Adjectival Rating	Adjectival Description
Outstanding	Past performance highly exceeds the size, scope, and complexity of the requirements and objectives of the RFQ. Past performance is current (within the past 3 years). Past performance, references, and CPARS feedback are highly favorable, and previous customers indicate a likelihood of doing business with the company again if the opportunity arises. Past Performance information leads to extreme confidence that the vendor can successfully perform the work.
Good	Past performance slightly exceeds the size, scope, and complexity of the requirements and objectives of the RFQ. Past performance is current (within the past 3 years). Past Performance, references, and CPARS feedback are above average. Past Performance information leads to above-average confidence that the vendor can successfully perform the work.
Satisfactory	Past performance is similar in size, scope, and complexity of the requirements of the RFQ. Past performance is current (within the past 3 years). Past performance, references, and CPARS feedback are acceptable. Past performance information leads to confidence that the vendor can successfully perform the work.
Unacceptable	Past performance is not similar in size, scope, and complexity of the requirements and objectives of the RFQ. Past performance, references, and CPARS feedback are not favorable. Past performance information leads to no confidence that the vendor will successfully perform the work.

Neutral	Indicates that the Offeror references could not be verified or that the Offeror lacks relevant past performance experience.
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23.1.2 BASIS OF EVALUATION – FACTOR 1 PAST PERFORMANCE

The proposal will be evaluated to assess the corporate experience of the Offerors with respect to projects similar in scope, size, complexity, and relevant subject matter expertise to the work described in the PWS. Specific factors to be considered include:

- Demonstrate experience similar in scope, size, complexity, and relevant subject matter expertise to the work described in the PWS.
- Demonstrate the ability to successfully provide concurrent staffing for multiple positions (6-plus) as identified in the PWS, specifically for government agencies or non-profit companies.
- Demonstrate relevant experience providing Bilingual (English/Spanish) web support services as described in the PWS.
- Demonstrate relevant experience providing Quality Assurance and Accessibility Compliance (Section 508) support for federal government website(s) as described in the PWS.
- Demonstrate successful past performance through customer references. The government reserves the right to contact the individuals identified above as references, and to check databases, such as the Contractor Performance Assessment Reporting System (CPARS), to obtain performance information. GSA may consider information obtained from other sources when evaluating the Offeror's past performance.

23.2 ADJECTIVAL MATRIX AND EVALUATION FACTORS – FACTOR 2 MANAGEMENT APPROACH AND FACTOR 3 RESUMES

Evaluation Factor 2 – Management Approach and Factor 3 Resumes will be scored in accordance with the following matrix:

FACTOR 2 - MANAGEMENT APPROACH AND FACTOR 3 RESUMES	
Adjectival Rating	Adjectival Description
Outstanding	The proposal highly exceeds the requirements and demonstrates superior technical approach and understanding of all detailed requirements identified and demonstrates a high degree of certainty for successful accomplishment of task objectives in the PWS. The response contains many strengths, no deficiencies, and no weaknesses. The risk of unsuccessful performance is very low.
Good	The proposal exceeds the requirements of the technical evaluation criteria and demonstrates a thorough approach and understanding of all detailed requirements identified and demonstrates a high degree of certainty for successful accomplishment of task objectives in the PWS. Proposal contains multiple strengths which outweigh any weaknesses, no deficiencies. The risk of unsuccessful performance is low.
Satisfactory	This proposal meets the minimum requirement and demonstrates an understanding of the requirement and presents the likelihood of meeting all of the associated tasks. Strengths and weaknesses are offsetting or will have little or no impact on contract performance; they are correctable with some government oversight and direction. No deficiencies are identified. Risk of unsuccessful performance is moderate.
Unacceptable	The proposal does not clearly address requirements of the technical evaluation criteria and has not demonstrated an adequate approach and understanding of the requirements. Proposal has deficiencies, one or more weaknesses that are not offset by strengths. Risk of unsuccessful performance is high.

23.2.1 FACTOR 2: MANAGEMENT APPROACH - DESCRIPTION

Description:

The Offerors shall identify their proposed management approach to ensure: high-quality staffing and their retention throughout the term of this task order; compliance with contract provisions; adherence to project schedules; accuracy in invoicing, supporting documentation and financial data; accuracy in data relating to security clearances and government property; risk avoidance; and maintaining proactive and frequent communication with government program managers, Contracting Officers Representative (COR), and their project personnel as described in the PWS.

23.2.2 BASIS OF EVALUATION – FACTOR 2 - MANAGEMENT APPROACH

Basis of Evaluation:

Proposals will be evaluated on the following factors:

- Ability to respond to government inquiries and data requests within 4 hours, not including weekends and government holidays;
- Ability to identify and retain highly qualified personnel throughout the term of this task order;
- Ability to ensure accuracy in invoicing, supporting documentation and financial data including contract reconciliation activities between government and the Offeror;
- Ability to measure project success to ensure high-quality performance;
- Ability to comply with contract provisions and government requirements;
- Ability to plan staffing to provide high-quality personnel for ad hoc, short-term projects under the Optional CLINs for the Voice User Interface (VUI) Designer, the Analytics Developer/Programmer, and a Bilingual Content & Outreach position.
- Ability to provide a designated, qualified, point-of-contact or project manager with a Tier 2S Security Clearance for the term of this task order. **The point-of-contact is an unfunded position; however, a resume is required.**

Designated point-of-contact shall:

- Have knowledge of federal government contracting;
- Have knowledge of proper government invoicing;
- Manage ROCAL for their company and its employees;
- Respond to government inquiries within 4 hours, not including government holidays or weekends;
- Comply with deadlines identified in Section 6.0 QA Surveillance Plan & Deliverables; and
- Obtain and maintain a Tier 2S clearance.

- Ability to provide accurate, security clearance applications and track the progress and status for personnel throughout the term of this task order as well as track GFE; and
- Understanding of the mission and operation of USA.gov - the official website of the U.S. government and its Spanish counterpart USA.gov/espanol; and other delivery channels such as the USAGov Contract Center. Knowledge of USAGov's strong social media presence.

23.2.3 FACTOR 3: RESUMES - DESCRIPTION

Description:

The offeror shall identify their proposed personnel and demonstrate the ability of the project team to satisfy the requirements of this PWS.

Resumes are required for all Mandatory CLINs identified in PWS Sections 2.1 through 2.13 and the designated program manager or point-of-contact, which is an unfunded position.

Resumes are submitted as an attachment to the Offeror's RFQ response. Resume shall not exceed four (4) pages each, including **a letter of commitment or a similar document that is signed and dated by the proposed staff**. Each resume shall identify the PWS section that correlates with each resume.

Resumes are not included in the 30-page Technical Proposal limit.

23.2.4 BASIS OF EVALUATION – FACTOR 3 RESUMES

Basis of Evaluation:

It is the quality of the overall team that will be evaluated based on the experience and skill deemed by the government to be necessary to minimize risk and successfully complete the requirements of the PWS. Resumes must demonstrate the knowledge and ability of the team members to successfully meet the requirements identified in the PWS for each of the mandatory CLINs. Resumes for Optional CLINs are not required, at this time. These resumes will be provided at the request of the Contracting Officer's Representative (COR).

Resumes must demonstrate:

- The specific skills and experience required to successfully perform Mandatory CLINs identified in PWS Sections 2.1 through 2.13.
- The Quality Assurance and Accessibility Compliance (Section 508) CLIN, as defined in the PWS, Section 2.1, requires specific experience from past performance on federal government websites.
- CLINs identified as Bilingual (English/Spanish) at a minimum require that the applicant is fully bilingual/bicultural in English and Spanish, fluent with native-quality of proficiency in both languages, and have strong reading and oral comprehension, writing, and editing

skills in English and Spanish. The PWS bilingual positions further define the bilingual language requirements.

24.0 INSTRUCTIONS TO THE OFFERORS

The Offeror's eBay submission to the Contracting Officer in response to the RFQ shall contain the following documents and be submitted at the same time: Technical Proposal (written); Price Proposal (written); Vendor Pricing Tool (Excel); Resumes with letter of commitment or similar document attached (PDF); and a copy of your STARS II contract with pricing (PDF). Additional information is contained in Section 24.1 and Section 24.2.

24.1 FORMAT FOR TECHNICAL PROPOSAL

The Technical Proposal must include the three (3) technical evaluation factors identified in PWS Section 22.0 Evaluation Factors and Methodology.

Offerors must prepare and submit through eBay the Technical Proposal as follows:

- The Technical Proposal is limited to thirty (30) 8.5 x 11 single pages or fifteen (15) double-sided pages.
 - At the minimum 11-point font size with text single-spaced and page margins of at least 1 inch on the top, bottom and sides.
 - Past Performance shall not exceed 10 pages and is included in the Technical Proposal.
 - The following sections should be included, but do not count towards the 30-page limit:
 - Title page including the RFQ Number, date, title of solicitation, and Offeror's name
 - Tables of Content (to consist of topics and page numbers only)
 - Resumes shall not exceed four (4) pages each, including **a letter of commitment or a similar document that is signed and dated by the proposed staff**
 - ~~Past Performance shall not exceed 10 pages~~
 - Each resume shall identify PWS Section # and CLIN title for each proposed staff
 - Any other attachments, appendices or exhibits will count towards the 30-page limit with the exception of the copy of your STARS II contract and pricing, and resumes.
- If an Offeror's Technical Proposal exceeds the 30-page limit, **only the first 30 pages** will be distributed to the evaluation team for review, with no exceptions.
- Technical Proposal shall be submitted as a **PDF file**.

24.2 FORMAT FOR PRICE PROPOSAL

The Price Proposal shall be a separate volume from the technical proposal. A written Price Proposal is required from each Offeror. The approach shall be simple, easy to read, and shall

clearly and concisely describe any pricing or business factors that impact the requirements identified in the PWS. There is no page limit for the Price Proposal. It shall be submitted through eBuy to the Contracting Officer at the same time as the Technical Proposal and other documents as identified in PWS Section 24.0, Instructions to the Offerors.

- The government defines full-time performance as 1920 hours.
- Labor-hour CLINs have Not-to-Exceed (NTE) limit of 1920 hours.
- Price Proposals shall be based on current STARS II rates.
- Any and all discounts must be identified, including discounts offered in your STARS II contract.
- TIN, DUNS, Cage Code, NAICS code and Product Service Code (PCS) must be identified.
- Identify the yearly price escalation rate for each Option Year.
- Funding identified in the PWS Travel Section 7.0 and ODCs Section 9.0 has been identified by the government in the Vendor Pricing Tool with NTE limits as Optional CLIN 2.17 (Travel) and Optional CLIN 2.18 (ODC).
- Pricing only for the government site is required.
- For text section(s), the font size will not be less than 11-point; all tables inserted into the Price Proposal will not be less than 10-point. Pages will be 8.5 x 11 either single or double-sided.
- Offerors must submit their proposed pricing using the Vendor Pricing Tool (RFQ Attachment A) as an **Excel file** in addition to a written Price Proposal. The Vendor Pricing Tool (Excel) must be submitted at the same time as the written Price Proposal, and the other documents referenced in PWS Section 24.0 Instructions to the Offerors.
- Offerors shall insert a pricing table into the written Price Proposal that captures the data elements identified in the RFQ Vendor Pricing Tool for the base year and each option year for each mandatory and optional CLIN.
- Price Proposal (written) must be submitted as a **PDF file**. RFQ Vendor Pricing Tool must be submitted as an **Excel file**.

24.2.1 PRICE EVALUATION

The vendor's price for all CLINs will be evaluated. The Contracting Officer will review and evaluate the Price Proposal to determine fair and reasonable pricing. The Independent Government Cost Estimate (IGCE) plus STARS II Pricing, and the proposed approach to the task work itself will be among the elements the government uses to assess the Price Proposal.

25.0 DUE DATE FOR SUBMISSION OF QUESTIONS

All questions must be submitted in writing via email to the Contracting Officer, Vivian Fields at

vivian.fields@gsa.gov by 12 Noon EST, April 16, 2020. No questions will be accepted by telephone or after the specified time and due date. Each question submitted must cite the PWS Section number/title for which the question pertains, unless the question is general in nature and not specific to a particular portion(s) of the RFQ/PWS. Offerors will submit their questions to the Contracting Officer using Attachment B Question and Answer. All questions will be answered in writing and posted through eBuy so the government's response is available to all Offerors.

26.0 DUE DATE FOR SUBMISSION OF THE TECHNICAL AND PRICE PROPOSALS

The due date for submission of the written Technical and Price Proposals; the Vendor Pricing Tool (RFQ Attachment A); Resumes, and copy of Offeror's STARS II Contract with Pricing is **due on May 5, 2020 Noon EST, ebuy.gsa.gov**

A successfully submission to **eBuy** shall include:

1. Written Technical Proposal **(PDF)**;
2. Written Price Proposal that incorporates the Vendor Pricing Tool data **(PDF)**;
3. Vendor Pricing Tool **(Excel)**;
4. Each resume shall identify the corresponding PWS Section (CLIN) and include a letter of commitment or similar document signed & dated by the proposed staff **(PDF)**. **A resume is required for the Offeror's designated point-of-contact, including a letter of commitment or similar document; however, a corresponding PWS Section (CLIN) does not apply to this resume; and**
5. Copy of Offeror's STARS II contract and pricing **(PDF)**.

27.0 ATTACHMENTS

Attachment A – Vendor Pricing Tool (Template)

Attachment B- Question & Answer